City of Lafayette Staff Report

For:	City Council
By:	Leah C. Greenblat, Transportation Planner
Date Written:	October 20, 2008
Meeting Date:	October 27, 2008
Subject:	Neighborhood Request for Fundraising Extension for the Stanley Boulevard/Springbrook Road Traffic Calming Project

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Introduction

Staff received a letter, attached, from Lynda Rotundo a resident of Stanley Boulevard who has served as the main point person for the Stanley-Springbrook Traffic Calming Project. While describing all of the fundraising and community building efforts undertaken to date, Ms. Rotundo's letter requests an extension of the neighborhood's fundraising deadline until December 31, 2008.

Based on their efforts to date and their plans for reaching their fundraising goal, staff supports their request for an extension.

Discussion

In March of this year, the City Council:

1. Approved the Stanley-Springbrook Traffic Calming Project.
2. Established the neighborhood matching fund contribution at $30,000 with a deadline of October 31, 2008 to submit the match amount in order for construction to occur in the Spring-Summer of 2009.
3. Indicated your intent to allocate $70,000 of the existing Traffic Calming Program fund budget pending receipt of neighborhood matching funds

Since that time, neighborhood residents have been busy raising funds while also organizing programs that build a sense of community.

When staff recommended the October 31, 2008 deadline, we recognized it would require an aggressive fundraising effort. By the time the project was approved by Council and the residents began to implement the fundraising phase, it was near the end of the school year and the start of summer; periods of time when residents are focused on other matters and/or out of town; thereby possibly stymieing the neighborhood's fundraising efforts.

As of October 20, 2008, the project's treasurer reported that the neighborhood has raised over $20,000 towards its neighborhood match requirement. In addition to their upcoming Neighbor-to-Neighbor campaign described in Ms. Rotundo's letter, the neighborhood has organized two fundraisers at local restaurants, flier attached. On Saturday, November 8, Baja Fresh will donate 15% of a customer's bill to the neighborhood and on Tuesday, November 18, Mangia will donate 20% of a customer's dine in or carry out order. Additionally, neighborhood representatives will be requesting contributions from the local schools and the school districts as well as local businesses.

A request for an extension of the fundraising deadline is not without precedent. The Moraga Boulevard Traffic Calming Project requested and the City Council approved extending that neighborhood's fundraising deadline.

If the neighborhood continues to aggressively fundraise, staff has confidence that they will reach their fundraising target by December 31, 2008. If the fundraising is complete by the end of the year, staff would begin engineering work on the project with the hope of possibly completing construction by the end of summer 2009. Given the full slate of local road repair projects in next year's CIP, staff may find ourselves having to defer the project to 2010.

Fiscal Impact

Extending the deadline would not increase the City's committed match to fund the project. If the project is deferred by one year, there may be unknown escalation cost depending on the construction bidding environment.

Recommendation

1. Extend the deadline to December 31, 2008 for the $30,000 neighborhood matching fund contribution for the Stanley Boulevard/Springbrook Road Traffic Calming Project.

Attachments

1. October 16, 2008 letter from Lynda Rotundo, Acalanes Valley and Ridge Neighborhood Association

2. Flier for neighborhood fundraiser at Lafayette restaurants

c:\users\lgreenblat\documents\leah's work files\city council\staff reports\2008\stanley-springbrook fundraising ext.doc

Acalanes Valley and Ridge
A neighborhood that supports safety, wellness and a sense of community

October 16, 2008

Leah Greenblat
Transportation Planner
City of Lafayette
3675 Mt. Diablo Blvd.
Suite 210
Lafayette, CA 94549

Dear Leah,

Last winter, after witnessing repeated instances of speeding, reckless driving, and sadly, one fatal car accident, residents of Acalanes Valley and Ridge reached a milestone in its four year journey by approving a ballot measure to make neighborhood streets safer for our children and all pedestrians.

Acalanes Valley and Ridge is a unique community of nearly 300 homes located just east of Acalanes High School and west of Acalanes Ridge Recreation Area in Lafayette. This area is comprised of Stanley Boulevard and Springbrook Road along with all of its feeder streets.

A series of traffic calming measures, such as enhanced crosswalks and medians, will encourage drivers entering our neighborhood to be mindful of the speed limit and obey traffic laws. As a result, our streets will become more pedestrian-friendly and our children will be safer as they walk or bike to school, activities and friends' houses.

While the city of Lafayette will contribute $70,000 to this project, the residents of Acalanes Valley and Ridge are responsible for raising $30,000 by the end of October in order to ensure construction can begin next summer.

If we do not raise $30,000 by the end of October, and our request for a deadline extension is denied, our efforts to implement a traffic calming program come to an end. The city's budget and resources will be allocated to a different project within the community. Monetary donations collected during the fundraising effort will be returned to donors.

Neighborhood fundraising efforts are well underway. A community stroll and kids' walk-a-thon, a "buy-a-brick" donation program, raffles, bake sales, pizza nights, and of course kid-powered lemonade stands are some of the fundraising events held over the past few months. In five short months this small but dedicated community has raised approximately $20,000.

Our grassroots fundraising activities, however, will not be complete -- or successful - without the continued support of the Lafayette City Council. Extending our fundraising deadline until December 31, 2008 will allow us a more reasonable timeframe to reach our goal.

Although the city of Lafayette refers to our project as the Stanley Blvd - Springbrook Rd Traffic Calming Project, we refer to it as the Acalanes Valley and Ridge Fundraising and Community Building Project.

This project propelled us to adopt a specific identity as a neighborhood; we now have a motto, a logo and even a new name. We are Acalanes Valley and Ridge, a neighborhood that supports safety, wellness and a sense of community

Our project objective from the start has been to execute a fundraising plan to raise $30,000 while providing opportunities that highlight the positive aspects of our community and its residents.

High-Level Schedule Milestones

Phase I	Bring Awareness and Stimulate Contributions – Fundraising Kick-off May 18, Local Business Solicitation, Raffle, Neighborhood Stroll, Kids Walk-a-thon and Buy-a-Brick Campaign
Phase II	Maintain communication and solicitation during the slow summer months. Brick Bonanza Raffle
Phase III	Final push to reach $30,000 goal – Neighbor-to-Neighbor Campaign and continued business / organization solicitation

Fundraising and Community Building Vehicles

- Direct contributions
- Buy-a-brick campaign
    - We can build safer streets one brick at a time. The purchased bricks will become a part of our traffic calming design. Each brick can be inscribed with a family or business name or other message.
    - Three brick purchase options: 4x8 resident $275, 4x8 business $300 and 8x8 resident $375
    - As of mid October approximately 50 bricks have been ordered
- Grants
    - Projects that promote healthy and active children – *Not Awarded by First Five California*
    - Community gatherings, events and celebrations - *Not Awarded by First Five California*
    - Lafayette Foundation – *Awaiting early November notification of award status*
- Neighborhood Stroll and Kids Walk-a-thon
- Corporate matching grants
- Bake sale, coffee stand, lemonade stand, water table
- Partner with local restaurants to share a portion of the proceeds from our purchases toward our project.
- Neighbor-to-Neighbor Campaign
- Solicit contributions from business, school and organization
- Current Sponsors:

METRO Lafayette	Lamorinda Pediatrics	Handlebar Toys
Il Fornaio Restaurant	Oakwood Athletic Club	Red Wagon
Round Table Pizza	Springbrook Pool Assoc	Sharp Bicycle
Mangia Ristorante Pizzeria	Harriet Plummer Aquatics	Paperweight Stationery
Baja Fresh	Happy Days Learning Center	Papyrus of Lafayette
Noah's Bagels	Kid's Hideout	Wine Thieves
Peet's Coffee and Tea	Double Take Jazz Band	Lafayette Bookstore
Caffino	Bison Builders	FedEx Kinko's
Ironman Coffee	Edlinger Construction	Diablo Magazine
Jamba Juice	Hockey Dad Construction	Sue Layng, Village Assoc
Diablo Foods	Sanchez Builders	Vasquez Benisek & Lindgren
Trader Joe's	Happy Pixel Studio, LLC	

Communication

In an effort to inform, generate enthusiasm and request donations we have brought our cause to the forefront using a variety of communication vehicles:

- Contra Costa Times
- Lafayette Chamber of Commerce Newsletter

- Springhill School Friday Flier
- Acalanes Valley and Ridge direct mail campaign
- Door-to-door Flyers
- Street Signs
- Neighborhood Thermometer
- Website www.acalanesvalley.com
- On-line newsletter

Available Communication Tools
We have created project marketing collateral which allows a turnkey approach for neighbors to pursue the support of employers, businesses and organizations

- Order Form
- Business Solicitation Letter
- Business Thank you Letter
- City of Lafayette 501c Letter
- Project Update Letter, upcoming events, stamped return envelope

What's next?
Phase III, we are presently putting in place the last phase of our fundraising project; the *Neighbor-to-Neighbor* campaign. The neighbor-to-neighbor campaign best exemplifies our grassroots effort by simply having one neighbor approach his or her neighbors and encourage them to make a donation of support. This personal invitation of support will be accompanied by a letter, providing the project highlights and status along with additional community building / fundraising events.

Our children want to be involved too. Halloween provides an obvious opportunity to remind people that we can do better as a community to make our streets safer. Neighborhood children will have a kid-specific flier to hand out as they trick-o-treat in the neighborhood. This is a fun, gentle reminder for neighbors to support safe streets.

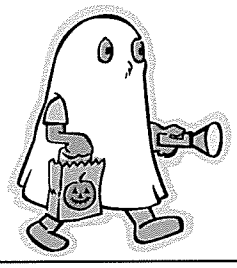
In addition to working within our neighborhood, we will continue to cast out net wide enough to include the school district, individual schools, PTAs, employers and other business and organizations.

Acalanes Valley and Ridge Neighborhood is committed to enhancing our active community and making a positive impact on the health and safety of our community members. We are confident that once granted a deadline extension to raise the neighborhoods' $30,000 portion of the traffic calming project, we will be successful with the fundraising portion of our project.

We invite you to follow our progress through our website www.acalanesvalley.com. And thank you for your support.

Sincerely,

Lynda G. Rotundo
Project Manager



Help Keep Our Neighborhood Streets Safe

DONATE TODAY

www.acalanesvalley.com

Happy Halloween

Baja Fresh in Lafayette will **DONATE 15% OF YOUR BILL** to our cause! Dine in or carry out your order on **SATURDAY, NOVEMBER 8** between 10:30am and 10pm. You need to present a flier to qualify. Download it at www.acalanesvalley.com.

Mangia Lafayette will **DONATE 20% OF YOUR BILL** to our cause! Dine in or carry out your order on **TUESDAY, NOVEMBER 18** between 4pm and 10pm. Just say your order is a **FUNDRAISER for ACALANES VALLEY AND RIDGE PROJECT.**

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